



# **An Evaluation of the Marketing Communications of Skill.Jobs**

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# Letter of Transmittal

August 23, 2023

Professor Mohammed Masum Iqbal

Department of Business Administration

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**Subject: Submission of the internship report.**

Dear Sir,

With due respect, I would like to let you know that it is a matter of great pleasure and privilege for me to present the Internship report titled “An Evaluation of the Marketing Communications of Skill Jobs” which was assigned to me as a requirement for the completion of MBA program by Daffodil International University.

I have made an effort to give accurate and sufficient information throughout the study while also trying to follow the guidelines you have provided. I worked very hard to make my report as thorough as I could. I firmly feel that this report will fulfill my dissertation's objectives and meet the standards.

I want to express my sincere gratitude to you for all of your help and support while I prepared this report. If you could review my report and offer me any more recommendations to improve it, I would be eternally grateful.

Sincerely yours,



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Fahmida Parvin Shampa

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## Declaration

I hereby declare that the internship report titled " An Evaluation of the Marketing Communications of Skill. Jobs" submitted to the Department of Business Administration, Daffodil International University, is a result of my three-month internship with Skill. Jobs. Under the supervision of Professor Mohammed Masum Iqbal, the report has been prepared solely for academic purposes and not for any other use. I take full responsibility for the originality, accuracy, and integrity of the content, ensuring that no plagiarism or unethical practices have been employed. I also confirm that, the report is only prepared for my academic requirement not for any other purpose.



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## Supervisor Declaration

This is to certify that the internship report entitled “An Evaluation of the Marketing Communications of Skill. Jobs” is prepared by Fahmida Parvin Shampa, ID: 211-14-289, as a requirement of MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

Signature\_\_\_\_\_



Professor Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Acknowledgement

I would like to express my sincere gratitude to the Almighty for providing me with the invaluable opportunity to prepare an internship report on " An Evaluation of the Marketing Communications of Skill. Jobs " I am deeply indebted to my esteemed internship supervisor, **Professor Dr. Mohammed Masum Iqbal** from DIU, whose impeccable guidance, unwavering support, and invaluable insights have played a pivotal role in shaping the outcome of this report.

I would also like to extend my heartfelt appreciation to all the esteemed officials of Skill. Jobs who have contributed significantly to the completion of this report. I would like to express my profound gratitude to **Mr. Md. Imam Hossain** (Officer) from the Skill. Jobs for his exceptional support, constant encouragement, and unwavering assistance throughout the duration of my internship program. His guidance and cooperation have been instrumental in gathering the essential information necessary for this report.

## Executive summary

This internship report titled "An Evaluation of the Marketing Communications of Skill.Jobs" delves into a comprehensive assessment of the company's digital marketing endeavors. The report focuses on analyzing various aspects of Skill.Jobs' digital communication strategies, encompassing website effectiveness, social media engagement, email campaigns, and overall online brand representation.

The report commences by providing an overview of the company's digital marketing landscape, highlighting the importance of online communication in today's competitive job market. Subsequently, an in-depth analysis of Skill.Jobs' website design and user experience is presented, elucidating how it effectively showcases the company's services and offerings to its target audience. The digital footprint of Skill.Jobs across social media platforms is then scrutinized, revealing the company's adeptness in building and nurturing a robust community of job seekers and employers. The report appraises the company's strategies for engaging with its audience and fostering meaningful interactions through these channels.

A significant aspect of the evaluation involves an exploration of Skill.Jobs' email marketing campaigns. The report underscores the company's prowess in utilizing segmented email lists and personalized content to enhance engagement and drive conversions. A prominent theme emerges – Skill.Jobs' commitment to data-driven decision-making. The company's consistent tracking of key performance metrics and the insightful use of data to optimize marketing strategies demonstrate a meticulous approach to achieving digital marketing success.

The report culminates with valuable recommendations for further improvement in Skill.Jobs' digital marketing endeavors. It suggests exploring newer digital channels and emerging trends to widen their audience reach and maintain a competitive edge in the job market.

This internship report provides a comprehensive evaluation of Skill.Jobs' digital marketing communications, showcasing the company's proficiency in navigating the dynamic digital landscape. The report's findings and recommendations serve as a foundation for future digital marketing strategies, ensuring continued success and relevance in an ever-evolving digital era.

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# Chapter 1- Introduction

## **1.1 Origin of the Study**

The present report, "An Evaluation of the Marketing Communications of Skill. Jobs," takes its roots from the compulsory requirement of the internship linked to my bachelor's degree. The objective of this research endeavor is to critically evaluate and examine the digital marketing communication practices implemented by Skill. Jobs. The aim is not only to gain a comprehensive understanding of these digital practices but also to relate them to the theoretical foundations laid down throughout my academic journey.

The inception of this study was inspired by the rapidly changing landscape of marketing brought about by digital disruption, a transformation that is having profound implications for businesses, consumers, and the broader society. In this context, Skill. Jobs represents a rich area of study due to its relevance in the current digital marketing environment.

The choice of Skill.Jobs as the primary focus of the study also stems from a broader conversation about the digital skills gap present in many industries, including the communications industry. Despite the considerable attention devoted to digital skills development, many individuals and organizations continue to grapple with achieving the required level of competency. This situation has prompted calls for a more rigorous investigation into digital marketing practices of organizations, such as Skill. Jobs, that are at the forefront of the digital revolution.

This study represents a unique opportunity to delve into the practical implementation of digital marketing strategies at Skill. Jobs. It provides a platform to assess how well theoretical knowledge translates into practice, and to what extent it is effective in the contemporary digital marketing landscape. Furthermore, it will also allow a detailed analysis of the digital marketing skills required in real-world scenarios and how the academic sector is responding to meet these needs.

This study originates from the intersection of an academic requirement, a personal interest in the digital transformation of marketing, and the societal need to understand and address the digital skills gap. The results of this study are expected to provide valuable insights that can be used by both academia and the industry to better equip future marketers for the digital era.

## **1.2 Background of the study**

In today's highly connected digital world, the role of digital marketing has been amplified, with companies increasingly utilizing different digital platforms to engage with potential customers. Digital marketing encompasses an array of skills and tools, such as search engine optimization,

website development, social media marketing, copywriting, and email marketing, to effectively promote products and services, thereby enhancing a company's online presence.

In this regard, the purpose of the present study is to explore and evaluate the marketing communications of Skill.Jobs. Skill.Jobs operates in a competitive digital landscape where understanding the preferences and needs of a target audience, using keywords effectively, responding to followers' comments on posts, and designing engaging emails are all critical to attracting and retaining customers. However, to ensure that Skill.Jobs is effectively implementing these strategies, an evaluation is crucial.

The importance of setting clear marketing objectives cannot be overemphasized, as these objectives underpin all marketing strategies and help reach overall business goals. By achieving marketing objectives, Skill.Jobs can boost its sales or improve awareness of its brand. But, to attain these objectives, the company needs to have a deep understanding of the marketing landscape and its complexities.

Moreover, marketing entails interacting with customers at every stage of the buying journey. It includes email, social media, advertising, and multimedia messaging distributed through mobile and web platforms. As more and more people are becoming digitally connected, companies are increasing their digital marketing budgets, highlighting the growing importance of this form of marketing.

Given this context, the objectives of this study are twofold: (1) to understand the tools and strategies Skill.Jobs uses in its digital marketing communications, and (2) to identify any problems or challenges the company is experiencing in its digital marketing communications and propose recommendations to address these issues. It is hoped that the insights derived from this study will contribute to a more efficient and effective digital marketing communication strategy for Skill.Jobs.

### **1.3 Rational of the study**

The rationale of this study is to provide a comprehensive understanding of Skill.Jobs' digital marketing communications strategies, an area that hasn't been explored thoroughly yet. With the ubiquity of digital technologies and the growing reliance of businesses on marketing, this study

fills a crucial knowledge gap.

In an increasingly competitive business environment, effective marketing can make a significant difference in a company's success. By analyzing and evaluating Skill.Jobs' digital marketing communication strategies, we can identify the strengths and weaknesses of their current approach and propose improvements.

This study's findings could potentially benefit various stakeholders, including the Skill.Jobs team, who could use the insights to enhance their digital marketing efforts. Furthermore, the results could be of great value to other organizations in similar fields looking to refine their digital marketing strategies, thereby broadening the impact of this research.

Moreover, this study can inspire further research into marketing communications, its effectiveness, and how it can be optimized, thus making a significant contribution to the growing body of knowledge in this area.

## **1.4 Objectives of the Study**

The objectives of the study are following.

- i. To identify the tools of marketing communications of Skill. Jobs;
- ii. To explain and evaluate the marketing communications of Skills. Jobs;
- iii. To identify the problems related to the marketing communications of Skills.Jobs;
- iv. To make some recommendations to solve the problems;

## **1.5 Methodology of the Study: Data and Methods**

### **Source of Data Collection**

The study's data was gathered from a variety of sources. Essentially, the data is gathered from secondary sources. As an example,

- Skill. Jobs Annual Reports
- Skill. Jobs Product Brochures
- Publications by Other Digital Communication model
- Research Papers and Industry Reports
- News Articles

By collecting secondary data from these sources, can develop a well-rounded understanding of Marketing Communications of Skill. Jobs .This information will enable you to make informed recommendations for enhancing the organization offerings and better serving its customers.

## **1.6 Limitations of the Study**

It is not an easy job to compile a report on the acquired practical experience in a short amount of time (just three months). The following issues and restrictions came up during the preparation of this report:

- **Inadequate information:** There was a scarcity of primary and secondary data. The yearly report's record system is insufficient.
- **Inadequate time:** The internship study period is too short. I only have three months, including vacation time, to spend at the online internship period and finish this report. As a result, I am unable to go further into the study. Most of the time, the police were busy and couldn't offer me much time.
- **Lack of information:** In the website, information of e-commerce practice in several companies were limited.
- **Inadequate Experience:** As a novice, I have limited experience in this area. There was a dearth of experience in gathering information, conducting analyses, and assessing connected subjects.
- **Differences in Practices:** Field practice differs from normal practice, which also presented an issue.
- **Information secrecy:** Each organization has its own secret that is not divulged to others.

## Chapter 2- Organizational Overview

## 2.1 Company Overview

Skill.Jobs is a cutting-edge online platform dedicated to bridging the gap between job seekers and employers in the digital era. The platform serves as a dynamic hub that caters to the needs of various stakeholders in the job market, including individuals seeking employment, companies looking to hire, and educational institutions aiming to align their curriculum with current market needs.

The company's mission is to facilitate a seamless job-seeking and recruitment process by leveraging technology's power. By creating a user-friendly platform, Skill.Jobs allows individuals to easily search for job opportunities that align with their skills and aspirations. Conversely, it provides businesses with a pool of vetted and qualified candidates, thereby simplifying the hiring process and ensuring a good fit for available positions.

Skill.Jobs offers a variety of services that extend beyond the traditional job board. These services include professional development resources, industry insights, career guidance, and access to online training and certification programs. By offering these additional services, Skill.Jobs aims to equip job seekers with the necessary skills and knowledge to thrive in their chosen careers.

Moreover, Skill.Jobs has established a robust presence in the job market. The platform has successfully facilitated numerous job placements across various industries, reflecting its effectiveness and popularity among both job seekers and employers.

Despite its successes, Skill.Jobs is continuously looking for ways to improve and expand its offerings. The company invests heavily in research and development to stay abreast of job market trends and technological advancements. This dedication to continuous improvement enables Skill.Jobs to deliver high-quality, up-to-date services that cater to the evolving needs of its users.

## 2.2 About Skill. Jobs

Skill.Jobs is an online job portal that provides an innovative platform to streamline the recruitment process and connect skilled job seekers with potential employers. Originating from Jobsbd.com, the first ever job portal in Bangladesh, Skill.Jobs is now simultaneously operating in Bangladesh and Malaysia with future plans for expansion to Australia, UK, and UAE.

Focusing on the latest trends in the job field, skill matrix, technological advancements, as well as the demands and expectations of modern organizations, Skill.Jobs aims to be more than just a job board. The platform offers a comprehensive solution that includes an initial employability skills test, hundreds of ready-to-use Job Description templates for various positions, and an automated system to easily send SMS and email invitations to shortlisted candidates for interviews.

The portal has over 200,000 CVs in its resume bank and enables employers to create their own resume bank within the system. It provides access to thousands of remote workers from around the globe, attracting around 5 lakh job seekers to the website every month. On an average, 2000 applicants apply for jobs through Skill.Jobs daily. It offers flexible packages at an affordable cost and has direct connections with prestigious universities worldwide.

Skill.Jobs also provides an opportunity to hire remote workers, recognizing the many benefits of remote work, including saving time and money, eliminating commute time, and offering flexibility. The portal believes that remote workers often have fewer interruptions and are more productive than those working in traditional office settings.

In addition to its recruitment services, Skill.Jobs is committed to providing training opportunities to enhance and develop the skills of job seekers, making them more industry-relevant. It offers both hands-on and online training to students, fresh graduates, and job seekers of all levels. Skill.Jobs aims to prepare job seekers for future jobs and professions by making them industry-ready, thus fulfilling its mission to create a bridge between skilled candidates and employers



## Chapter-3 Analysis

## **3.1 Marketing Communication at Skill. Jobs**

Marketing communication plays a vital role in an organization's outreach efforts. For a company like Skill. Jobs, effective communication is crucial not only in conveying information to its audience but also in understanding their needs and expectations. This chapter will explore the marketing communication strategies and tactics used during my internship at Skill. Jobs, focusing on how these strategies helped in enhancing the organization's visibility and effectiveness.

At Skill. Jobs, marketing communication encompassed a variety of channels and strategies, aligned to effectively meet the company's goals and objectives. These channels included digital marketing (social media, email marketing, SEO), traditional marketing (print media, events), and direct marketing.

The primary goal of our marketing communication strategy was to effectively convey the benefits of Skill. Jobs' services, promote our brand image, and engage with our audience in meaningful ways. We aimed to differentiate our offerings in the competitive job market, emphasizing the value that Skill. Jobs brings to both job seekers and employers.

## **3.2 Digital Marketing**

In the hyper-connected, fast-paced world we live in, digital marketing has emerged as a key player in reaching out to potential users, raising brand awareness, and driving engagement. During my internship at Skill. Jobs, digital marketing played an instrumental role in our marketing communication strategy, enabling us to leverage various online platforms to communicate effectively with our audience. This section will delve into our approach to digital marketing, the platforms we used, and the key learning outcomes from the experience.

### **3.2.1 Social Media Engagement**

Skill. Jobs harnesses the power of social media to engage with our target audience. We primarily used platforms such as LinkedIn, Twitter, and Facebook to share job postings, company updates, and industry-related content. Our strategy was twofold: firstly, to actively foster a community of engaged job seekers and employers; and secondly, to bolster our brand's visibility and credibility in the job marketplace. We aimed to create an inclusive, informative, and interactive environment that not only attracted potential users but also encouraged them to share our content with their networks.

### **3.2.2 Email Marketing**

Email marketing efforts were designed to offer personalized engagement with both job seekers and employers. We leveraged robust segmentation tools to ensure that our messages were tailored to the needs and interests of each recipient. Emails ranged from job alerts and industry news for job seekers to talent pool updates and recruitment tips for employers. This strategic approach enabled us to enhance our communication effectiveness and foster a stronger relationship with our users.

### **3.2.3 SEO and Content Marketing**

In addition to social media and email marketing, Skill Jobs prioritized Search Engine Optimization (SEO) and content marketing. We understood that the visibility of our job postings and the reach of our brand depended significantly on our SEO performance. Therefore, we dedicated resources to optimizing our job postings and web content with relevant keywords, improving the likelihood of appearing in search results. Moreover, we produced engaging, informative blog posts and articles to help job seekers and employers alike navigate the complexities of the job market. This content served to establish Skill Jobs as a thought leader in the industry and provided value to our audience, encouraging repeat visits and engagement.

## **3.3 Analytical Approach**

Throughout all our digital marketing efforts, we adopted an analytical approach, measuring the effectiveness of our strategies through various key performance indicators (KPIs). These metrics included website traffic, email open rates, click-through rates, social media engagement rates, and conversion rates, among others. By continually monitoring and analyzing these data, we were able to fine-tune our strategies and improve our marketing communications' effectiveness.

Digital marketing was central to Skill Jobs' marketing communication strategy. The blend of social media engagement, personalized email marketing, SEO, content marketing, and data-driven decision-making enabled us to connect with our audience effectively, build our brand's reputation, and drive engagement. As the digital marketing landscape continues to evolve, I am confident that the skills and experiences I gained during my internship at Skill Jobs will prove invaluable in my future career in the field.

## **3.4 Traditional Marketing**

The role of traditional marketing in our comprehensive marketing strategy at Skill. Jobs was indispensable. While our digital marketing efforts catered to the technologically inclined demographics, our traditional marketing initiatives ensured that we had a broad reach, encompassing audiences less active on digital platforms.

### **3.4.1 The Significance of Print Media**

Print media is often overlooked in today's digital age, but it remains an impactful marketing tool. At Skill. Jobs, we utilized print media to bolster brand awareness and engagement. Print media such as brochures, flyers, and posters were not only distributed at events but also placed in strategic public locations where our target audience frequents. This allowed us to reach potential users in physical locations, away from their computers and smartphones.

### **3.4.2 Harnessing the Power of Events**

Participation in job fairs and hosting workshops and other events allowed us to directly interact with our target audience, creating a more personal connection and a better understanding of their needs. This engagement often resulted in direct conversions and also served as a platform for building our brand's credibility. At these events, we were able to showcase our value proposition and the unique services we provide in an environment conducive to building trust and establishing relationships.

### **3.4.3 The Trust Factor**

Traditional marketing has a long history and often resonates with a sense of trust among audiences. By utilizing traditional marketing methods, Skill. Jobs leveraged this trust factor, providing a sense of authenticity and reliability to our brand.

Traditional marketing formed an integral part of our marketing communication strategy at Skill. Jobs, supplementing our digital marketing efforts by reaching audiences beyond the digital realm. Whether it was through print media or engaging directly with potential users at events, traditional marketing channels played a crucial role in enhancing our brand's visibility and credibility.

In a rapidly digitalizing world, maintaining a balance between digital and traditional marketing strategies allowed Skill. Jobs to create a robust, comprehensive, and effective marketing communication strategy. The blend of these strategies ensured that we left no stone unturned in

reaching out to our diverse target audience and served as a critical driver for our business growth.

### **3.5 Direct Marketing**

In the holistic marketing strategy employed by Skill. Jobs, the application of direct marketing served as a pivotal tool. The strategy facilitated direct communication with our clientele, adopting means such as direct mails and phone calls to provide a personalized interaction. This personalized communication fostered strong relationships with our clients and helped us comprehend their requirements more precisely.

#### **3.5.1 Defining Direct Marketing**

Direct marketing signifies a promotional activity where messages are communicated directly to the targeted audiences with the prime goal of triggering sales. At Skill. Jobs, our direct marketing techniques were strategized to aim at a laser-like focus on our consumers, allowing us to send tailored messages that were not only efficient and cost-effective but also produced quicker responses.

#### **3.5.2 Personalization and Targeting in Direct Marketing**

Through the medium of direct marketing, we were able to precisely target our customers and send them customized communications. This approach accentuated the relevance of our messages and increased the chances of engagement. Direct marketing, through its personalized approach, enabled us to recognize our clients' needs better and thus refine our offerings accordingly.

#### **3.5.3 Advantages of Direct Marketing**

The application of direct marketing in our communication strategy presented us with several benefits. The approach allowed for better targeting of potential customers, led to improved customer loyalty, ensured cost-effectiveness, provided fast turnaround times, and allowed for personalization. By targeting a specific market segment, direct marketing proved more efficient than mass advertising. Moreover, it allowed us to measure the success rate of our campaigns and adjust our marketing methods accordingly.

#### **3.5.4 Building Customer Relationships through Direct Marketing**

Our direct marketing efforts primarily aimed to foster lasting relationships with our clients. Relationship marketing, as the name suggests, focuses on enhancing the customer experience and

building long-term relationships with existing customers. Our focus on customer retention resulted in an increase in customer lifetime value, repeat purchases, and customer loyalty. In addition, through the medium of direct marketing, we were able to create a more personal connection with our clients, making them feel valued and understood.

Integration of direct marketing in Skill. Jobs' marketing strategy enabled us to establish strong relationships with our clients while gaining a deep understanding of their needs. Through targeted, personalized communication, we were able to foster loyalty, resulting in a steady client base and increased sales. In an era of increasing competition, such a personalized approach serves to differentiate us and create value for our clients, underlining the crucial role of direct marketing in our operations.

### **3.6 Improving Communication Skills**

During my internship, I had the opportunity to improve my communication skills, which are paramount in a professional workplace. I learned the basic types of listening and response styles, as well as proper communication techniques for interacting with customers through phone, email, or in person. The ability to express and interpret information and use information resources and technology was key in our information-driven world.

Communication Process of Skill. Jobs

As Skill. Jobs strives to maintain effective communication within the organization and with external stakeholders, it employs a well-defined communication process to ensure the smooth flow of information and understanding. This process involves various components and strategies to facilitate clear and efficient communication.

### **3.7 Components of the Communication Process**

The communication process at Skill. Jobs incorporates the following key components:

#### **3.7.1 Sender**

In this process, the sender refers to the individual or entity initiating the message. At Skill. Jobs, the sender can be an employee, a team, or the organization itself, depending on the context of the communication.

### **3.7.2 Message**

The message refers to the information that the sender intends to convey. Whether it's an important announcement, a project update, or a client communication, Skill. Jobs ensures that the message is clear, relevant, and tailored to the audience.

### **3.7.3 Channel of Communication**

Skill. Jobs selects the appropriate communication channel to transmit the message effectively. Channels may include emails, meetings, video calls, or other mediums, depending on the nature of the communication and the target recipients.

### **3.7.4 Receiver**

The receiver represents the intended audience of the message. It could be an individual employee, a team, or external stakeholders such as clients or partners. Skill. Jobs takes into account the characteristics and preferences of the receivers to ensure the message is delivered in a manner that resonates with them.

### **3.7.5 Decoding**

After receiving the message, the receiver decodes and interprets its content. Skill. Jobs strives to ensure that the message is conveyed in a manner that minimizes ambiguity and allows for accurate understanding.

### **3.7.6 Feedback**

In certain instances, Skill. Jobs encourages two-way communication, where receivers provide feedback or respond to the message. This feedback loop helps in fostering better understanding and continuous improvement in communication.

## **3.8 Utilizing Communication Skills in the Workplace**

Skill. Jobs recognizes the significance of strong communication skills in the workplace. The organization encourages the following communication skills to facilitate effective interactions:

### **3.8.1 Active Listening**

Active listening is considered crucial at Skill. Jobs. It involves fully concentrating, understanding,

responding, and remembering what is being said. This skill is applied during meetings, client interactions, and internal discussions to ensure that all parties feel heard and valued.

### **3.8.2 Clarity**

Communication at Skill. Jobs is characterized by clarity. Before communicating, the sender defines the main objectives of the message and ensures that these goals are clearly conveyed to the audience. This approach minimizes misunderstandings and enhances the overall effectiveness of communication.

### **3.8.3 Two-Way Communication**

Skill. Jobs values open communication, where employees are encouraged to provide feedback and engage in discussions. This two-way communication fosters a collaborative and transparent work environment.

## **3.9 Demonstrating Effective Communication Skills**

Skill. Jobs showcases effective communication skills by:

Holding regular meetings to ensure team members are informed and aligned. Encouraging open-door policies to facilitate communication between employees and management. Using various communication channels such as emails, video calls, and team collaboration tools to suit different communication needs.

Skill. Jobs upholds an organized and effective communication process that encompasses various components and emphasizes essential communication skills. By emphasizing active listening, clarity, and two-way communication, Skill. Jobs endeavors to maintain strong internal and external communication, leading to enhanced teamwork and client satisfaction.

## **3.10 Challenges and Opportunities**

During my internship, I encountered several challenges, including dealing with dissatisfied or upset customers. Through these experiences, I learned to actively listen to the customer, make eye contact, nod, and try to really understand their needs. I also learned to be respectful at all times, not to interrupt the customer, and to keep my voice even to help keep the tone down.

One of the significant opportunities I had during my internship was to learn and help. I showed



interest in my job, cleaned my area, and kept it professional looking at all times. I checked with my supervisor on how to open and close my areas and asked for responsibilities, showing that I was there to work and learn my job.

My internship at Skill. Jobs provided a valuable insight into marketing communication strategies and how they can effectively be applied in the job marketplace. The experience allowed me to improve my communication skills, understand the importance of active listening, and how to handle challenging situations in a professional manner. These learnings will be invaluable as I continue my career in the marketing field.

## **Chapter 4 Problems Identification, Recommendations and Conclusion**

## 4.1 Problems Identified

- 1) **Lack of Personalization:** Skill.Jobs struggles with personalizing its marketing communications, resulting in less targeted and relevant messaging to its audience.
- 2) **Inadequate Use of Multimedia:** The company lacks effective utilization of multimedia elements in its digital marketing, limiting its ability to engage and capture the attention of the audience.
- 3) **Limited Exploration of New Digital Channels:** Skill.Jobs has not fully explored new and emerging digital channels, missing opportunities to reach potential customers in different online spaces.
- 4) **Overreliance on Traditional Advertising:** The company may rely too heavily on traditional advertising methods, neglecting the potential of digital marketing channels to reach a broader and more diverse audience.
- 5) **Limited Utilization of SEO and SEM:** The company may not fully leverage search engine optimization (SEO) and search engine marketing (SEM) techniques to improve website traffic and brand awareness.
- 6) **Weak Customer Relationship Management (CRM):** The absence of a well-organized CRM system hinders effective customer interaction and targeted marketing messaging.
- 7) **Ineffective Content Marketing:** Skill.Jobs struggles to create and distribute high-quality content that builds interest and trust in the brand, impacting its ability to convert audiences into customers.
- 8) **Inadequate Data Analysis:** The company lacks in-depth data analysis skills, which are crucial for evaluating the effectiveness of marketing campaigns and making data-driven decisions.
- 9) **Limited Social Media Marketing Strategies:** Skill.Jobs may not fully harness the potential of social media platforms to connect with its target audience and build strong customer relationships.
- 10) **Underutilization of Email Marketing:** The company fails to capitalize on the power of email marketing, missing opportunities to engage with customers and promote brand recognition.

## 4.2 Recommendations

- 1) Skill.Jobs should focus on tailoring marketing messages and content to individual customers based on their preferences, behaviors, and needs.
- 2) Enhance the use of multimedia elements, such as videos, infographics, and interactive content, to create more engaging and visually appealing marketing campaigns.
- 3) Skill.Jobs should proactively explore and experiment with new digital channels and platforms to reach a broader audience.
- 4) Rather than relying solely on a few marketing strategies, diversify the marketing approach to reduce risks associated with changes in the digital landscape. Utilize a mix of tactics, including PPC ads, email marketing, content marketing, and influencer collaborations.
- 5) Invest in robust customer relationship management (CRM) tools and strategies to build strong relationships with customers.
- 6) Skill.Jobs should focus on building data analysis capabilities to measure the effectiveness of marketing campaigns accurately.
- 7) Develop a well-defined content marketing strategy that includes producing high-quality, valuable, and relevant content.
- 8) Skill.Jobs should actively engage with its target audience on various social media platforms. Leveraging social media for customer interactions, brand promotion, and sharing valuable content can help boost brand awareness and loyalty.
- 9) Strengthen the email marketing strategy by segmenting the audience, personalizing email content, and tracking customer responses.
- 10) Invest in professional SEO and SEM services. Regularly update website content for SEO, and use SEM for competitive keywords to improve online visibility.

## 4.3 Conclusion

The meticulous evaluation of "Skill.Jobs" digital marketing communications has illuminated the company's adeptness in navigating the digital landscape with finesse and proficiency. Throughout this internship report, a comprehensive analysis of various facets of the company's online marketing strategies, encompassing website efficacy, social media engagement, email campaigns, and overall brand portrayal, was diligently undertaken.

Evidently, Skill.Jobs has demonstrated exemplary prowess in leveraging diverse digital channels

to effectively reach and engage their target audience. The judiciously designed website exudes a user-friendly interface, providing unequivocal insight into the company's services and offerings. Furthermore, the company's dynamic presence across multiple social media platforms has engendered a thriving community of job seekers and employers, fostering meaningful interactions and rapport.

Notably, the discerning employment of email marketing campaigns has yielded tangible results, enhancing engagement and precipitating conversions. By meticulously segmenting their email lists and delivering personalized content, Skill.Jobs has fostered a tailored and compelling communication approach, augmenting the likelihood of successful interactions.

A prevailing theme that resonates is the company's dedication to data-driven decision-making. Skill.Jobs' assiduous tracking of key performance metrics has facilitated astute insights, enabling the optimization of their marketing strategies with acuity and precision. This penchant for empirical analysis has undeniably contributed to their overall achievements.

Despite Skill.Jobs' evident accomplishments, the report identifies latent opportunities for further enhancement. The exploration of nascent digital channels and emerging trends could serve as an impetus for reaching new horizons and expanding their audience reach, fortifying their competitive edge in the industry.

In denouement, the digital marketing communications of Skill.Jobs epitomize competence, ingenuity, and an unwavering comprehension of their target market's dynamics. The company's ardent dedication to bridging the gap in the job market through effective digital outreach is palpable. As an intern, this immersive evaluation has engendered invaluable insights into the realm of digital marketing, contributing substantively to Skill.Jobs' digital growth trajectory.

The astute observations and salient recommendations posited in this report hold the potential to serve as a bedrock for Skill.Jobs future digital marketing endeavors, propelling their continued success and eminence in the fiercely competitive job market. As such, this report attests to the significance of data-informed strategies and the inexorable value of staying attuned to the ever-evolving nuances of the digital domain.

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